

PARKER

Pens & Pencils



Parker

— VACUMATIC —

*Shows where
to refill*

*Writes
two ways*



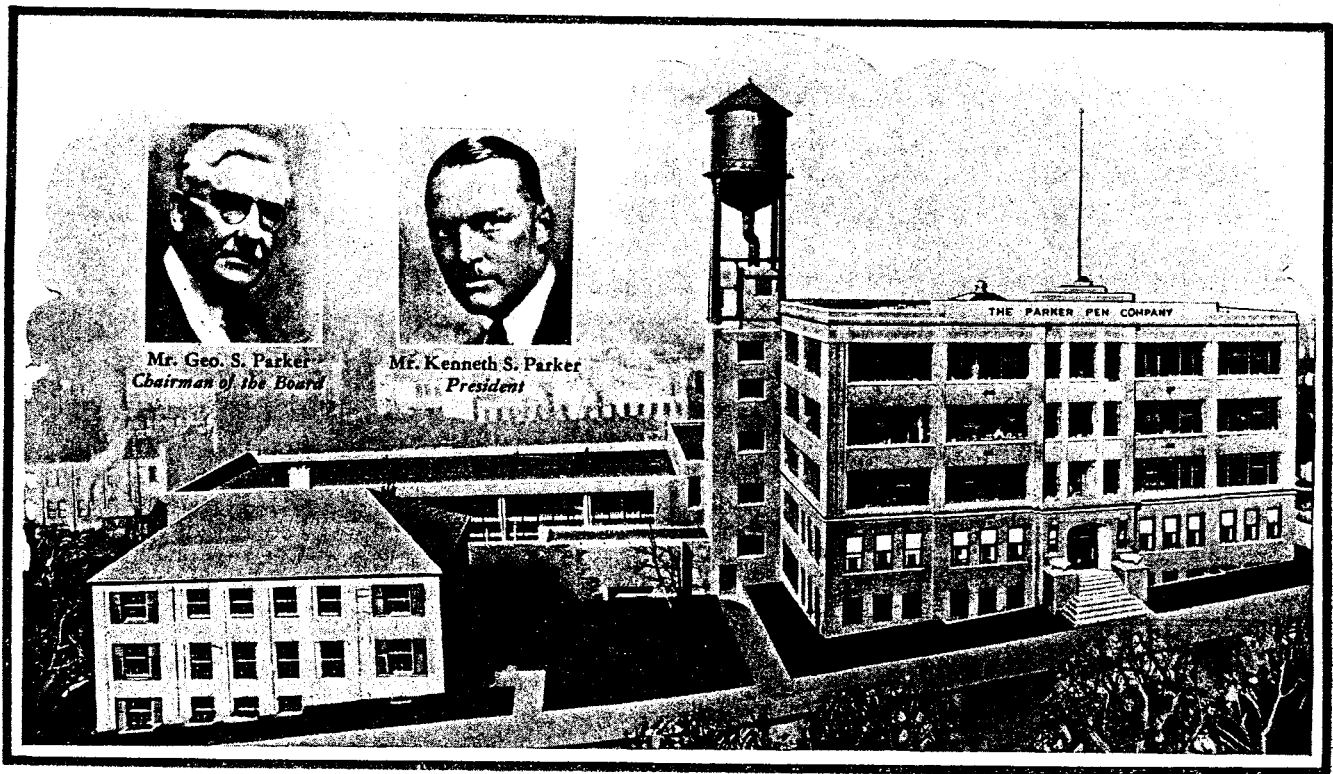
The Parker Pen Company

Janesville, .. Wisconsin



1 9 3 4

New York, Chicago, San Francisco
Toronto, London.



An Important Page in Parker's Progress



JUST as every depression in history has resulted in the removal of the "dead wood of industry," leaving only the fittest to survive, so the depression that started in 1929 has done its work of establishing an outstanding leader among fountain pen manufacturers. A leader that has withstood the test and whose fortitude, faith and foresight has again proved its right to dominance—The Parker Pen Company.

From 1929 to 1932, a period when many pen manufacturers were content to be carried downstream, grew fearful and entered low-priced markets, the courage of George S. Parker, exemplified by his introduction of the Vacumatic, completely revolutionized the pen business, turned the tide and brought about a rebirth of high priced pen sales.

In August 1932 Mr. Parker announced the amazing new Sacless Vacumatic—a pen that holds 102% more ink than sac pens of the same size, one that fills by vacuum pressure and writes two ways without adjustment. A pen whose laminated barrel and start-

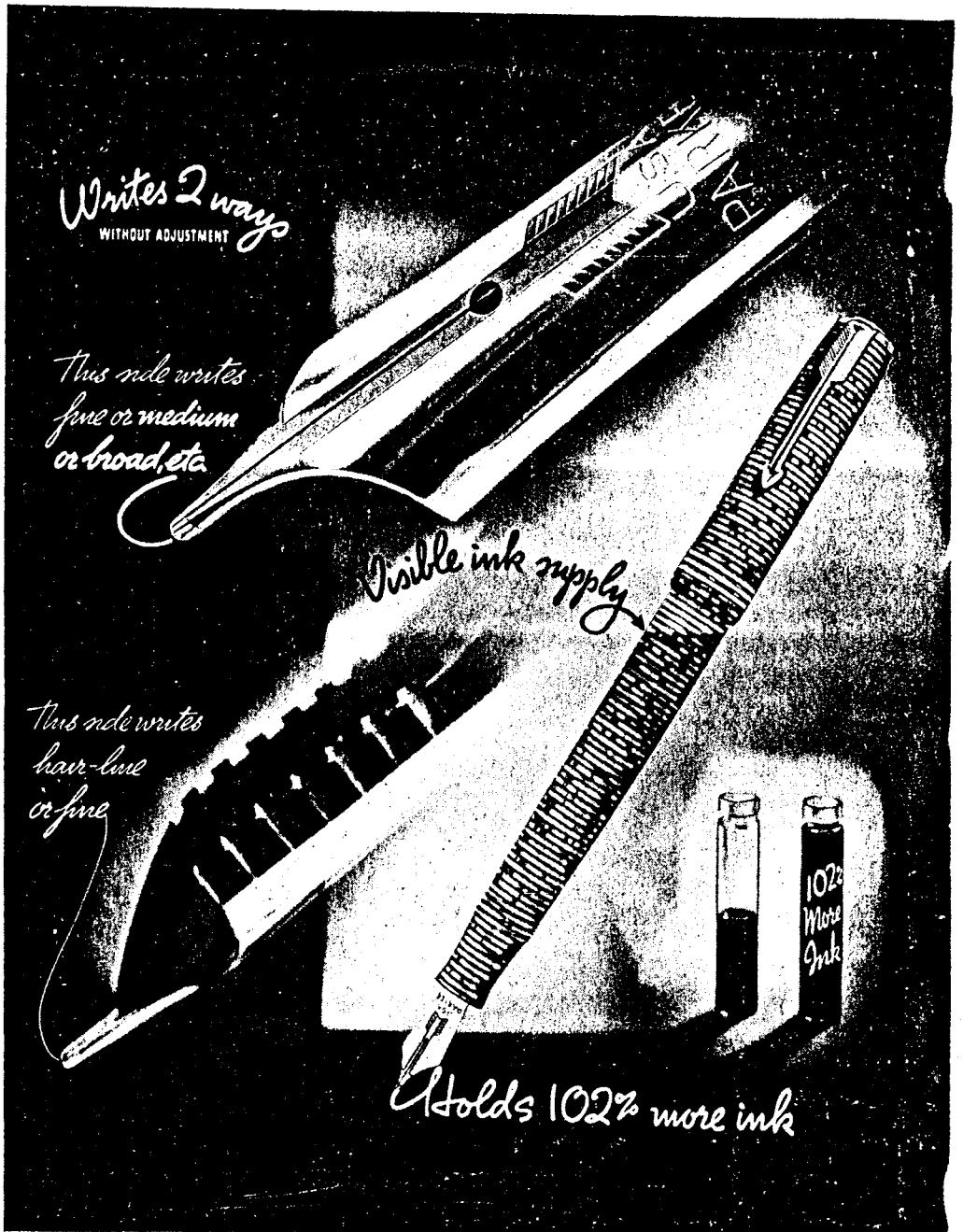
ling beauty was destined to completely capture the market for pens selling over five dollars—a pen that has since done more for the stationery industry than any other single product brought out in many, many years.

As a further indication of his faith in his product and the ability of his dealers to sell a truly fine writing instrument, Mr. Parker launched a tremendous national advertising campaign—told the public that now they could expect something better in pens—could get it in the new Parker Vacumatic.

The success of the Parker Vacumatic has been overwhelming. Advertising appropriations have been increased month after month—millions of men and women have definitely decided that the Vacumatic is the only fountain pen they want—and the Parker factory has been working night and day to supply dealers all over the world. Again an achievement has been born of courage—leadership maintained by a spirit of progress.

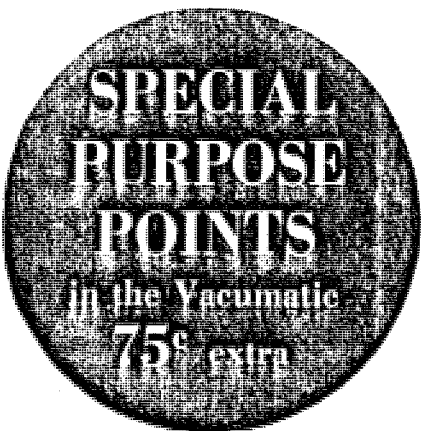
Parker Offers the Most Complete Assortment of Pen Points in the World

Any handwriting style, any individual peculiarity or characteristic in handwriting can now be fitted and perfectly suited with a Parker point. In the regular Vacumatic line, six splendid gradations are available in rigid or flexible types at the regular price of the pen. For those whose particular business or vocation demands an extraordinary type of point—any one of 8 custom-made, special purpose points can be obtained at an additional charge of 75 cents. All Parker Vacumatic points are executed in Gold and Platinum and tipped with Iridium. Made and finished to jewel-smoothness by Parker's pen-making craftsmen and under Parker patents—they are universally accepted as the finest writing instruments in the world.



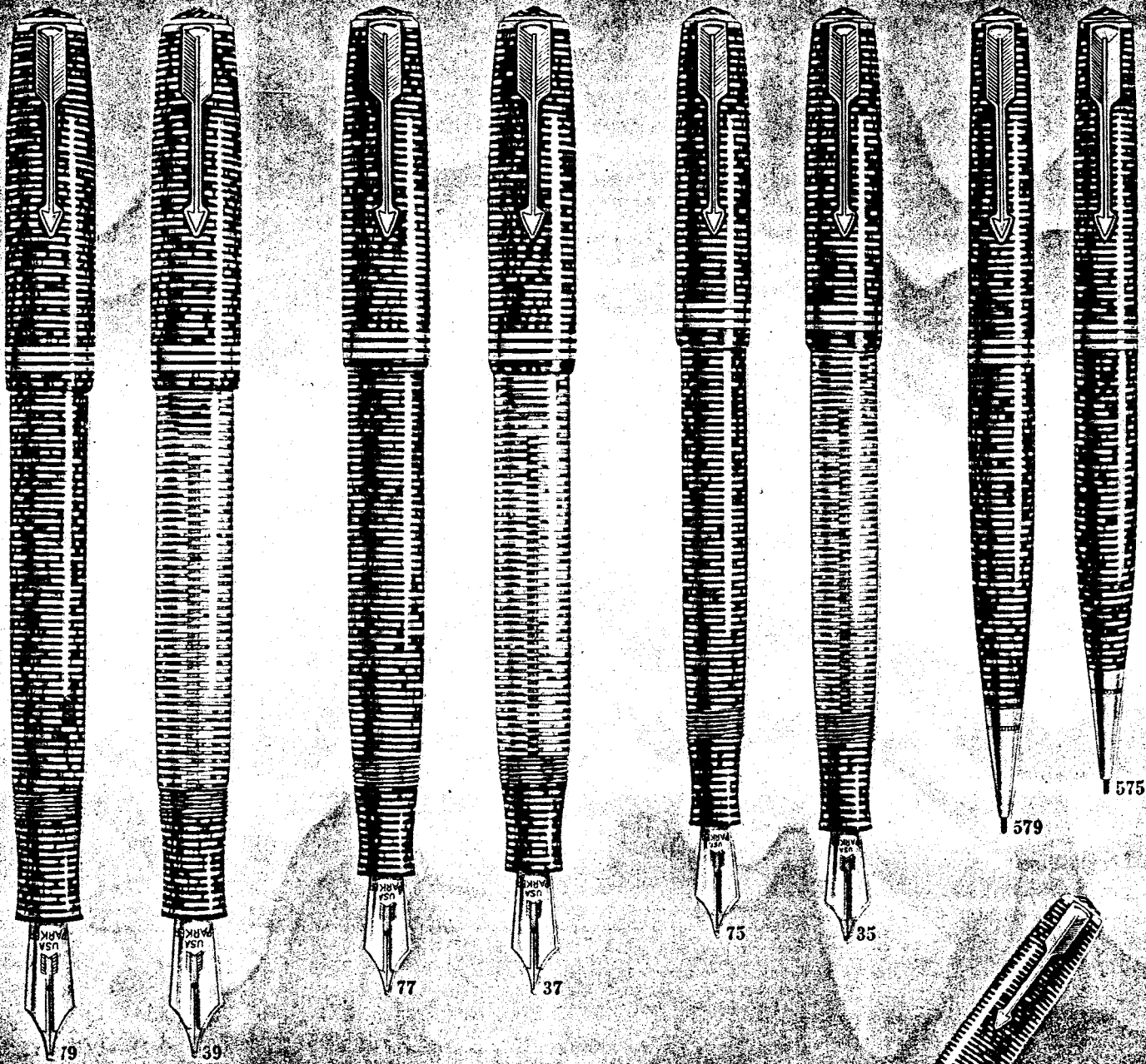
Extra fine
Fine
Medium
Broad
Stub
Oblique

★ For structural reasons these points write one way only.



<p>A Super-fine, Rigid, Long Nib</p> <p>1 2 3 4 5 6 7 8 9 0 Super fine Hand</p> <p>Ideal for draftsmen, engineers, architects and map makers</p>	<p>E Music Point, Flexible, Long Nib</p> <p>double ink channel, flexible</p> <p>For music writers and others who do shaded work</p>
<p>B Super-fine, Semi-Flexible, Long Nib</p> <p>A B C D E F 1 2 3 4 5 6 7 S S cccccccc</p> <p>Appeal to many for social and business correspondence</p>	<p>F Extra-broad, Fast Flow, Short Nib</p> <p>For Heavy Writing</p> <p>For fast and continuous writing</p>
<p>C Super-fine, Rigid, Short Nib</p> <p>1, 2, 3, 4, 5, 6, 7, 8, 9, 0 Manufact. Stiff, Fine</p> <p>For accountants and mechanical engineers</p>	<p>G Stenographic, Long Nib, for Pitman or Munson System</p> <p>Stenographic symbols</p>
<p>D Extra-fine, Rigid, Short Nib</p> <p>Extra fine for figures work 1 6 5 4 3 2 7 8 9 0</p> <p>Designed for bookkeepers—just right for manifold work</p>	<p>H Stenographic, Short Nib, for Gregg or Spencerian System</p> <p>Stenographic symbols</p>

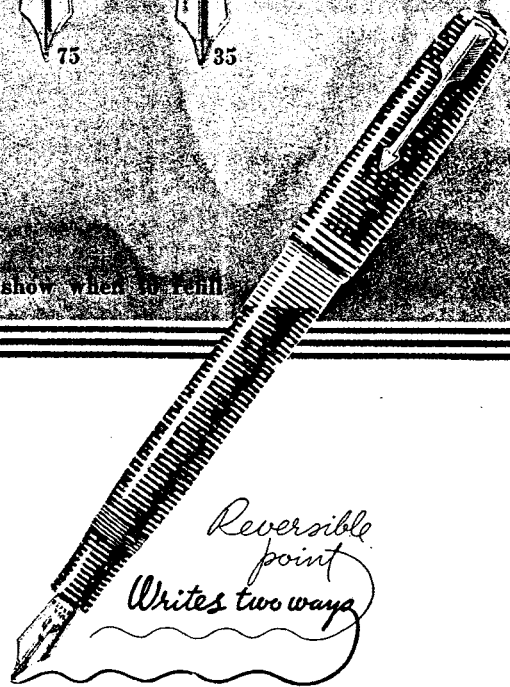
Parker VACUMATIC



Transparent models show when to refill

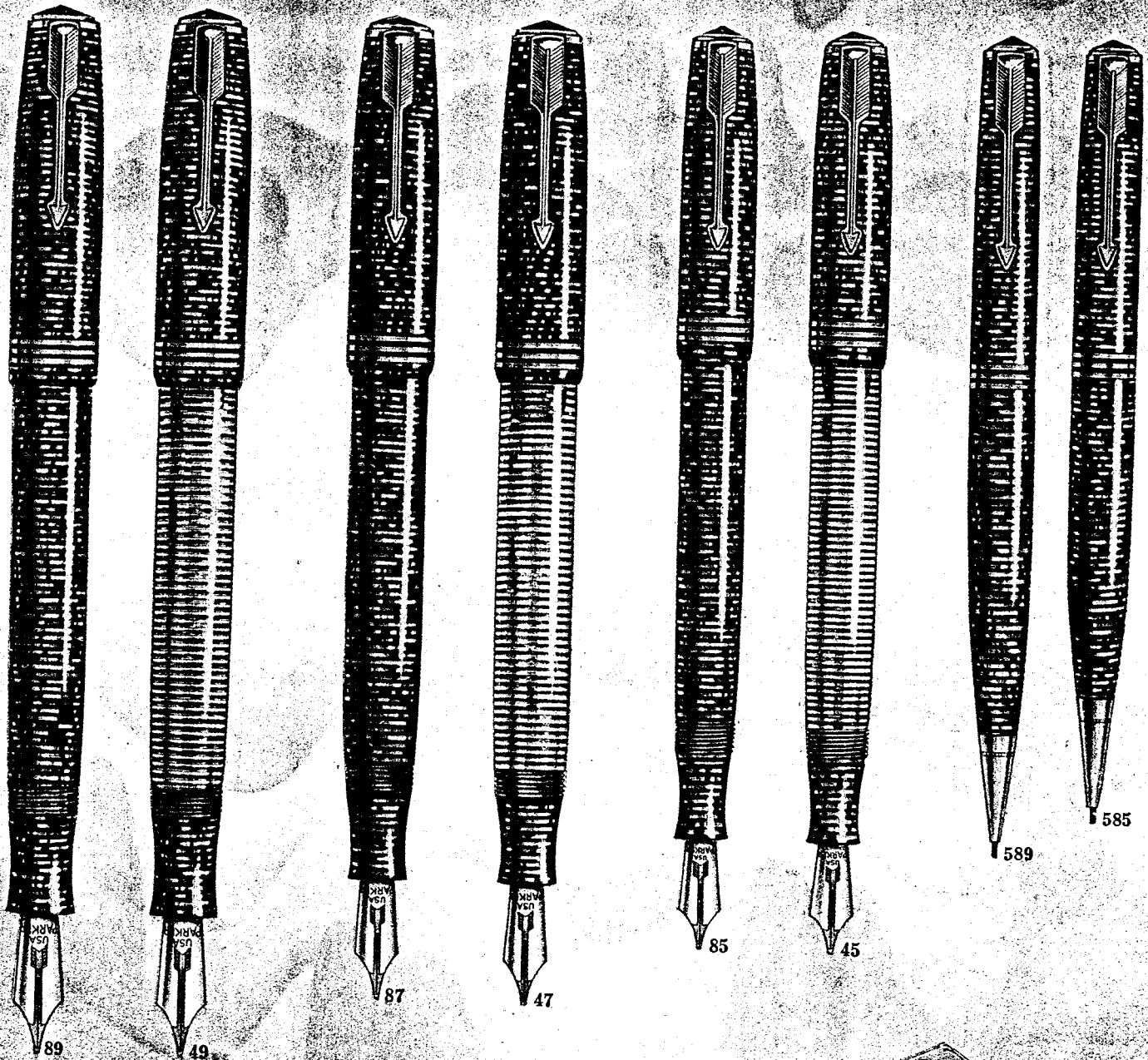
The Miracle Pen — Sacless — No piston pump or valves — patented Vacumatic filling device — 102% greater ink capacity

Sizes	Over-size Pen	Stand-ard Pen	Slender Pen	Over-size Pencil	Stand-ard Pencil
List Price	\$10.00	\$7.50	\$7.50	\$2.50	\$2.50
Silver Pearl Transparent	39	37	35	579	575
Silver Pearl Opaque	79	77	75	579	575



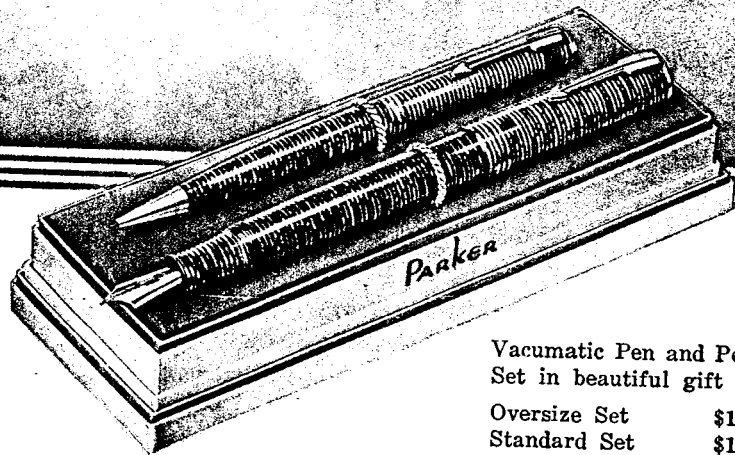
*Reversible point
Writes two ways*

Parker *VACUMATIC*



Ultra-smart style in laminated pearl — design patented by Parker — transparent models show ink supply within.

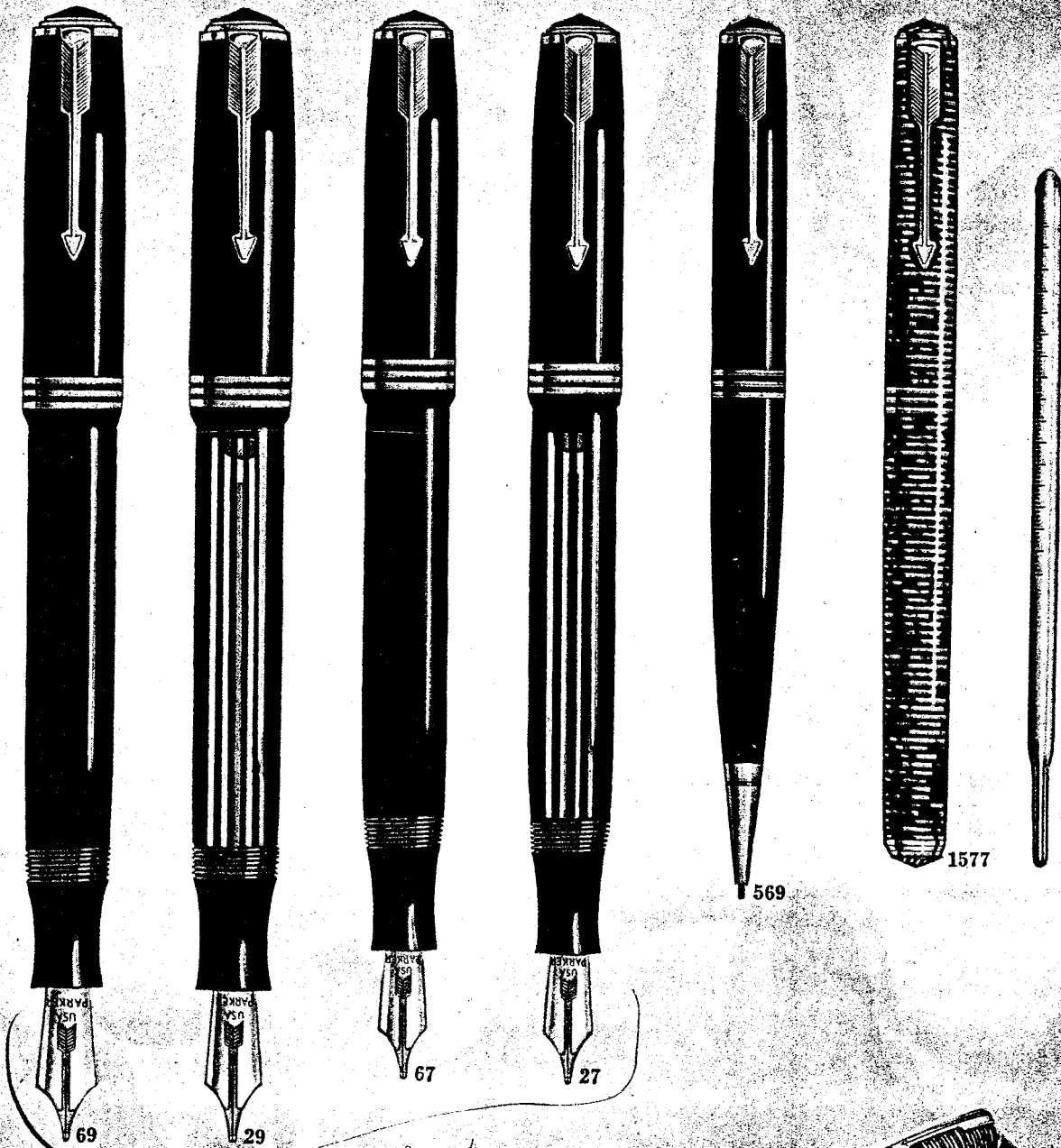
List Price	SIZES		SIZES		SIZES	
	Over-size Pen	Standard Pen	Slender Pen	Over-size Pencil	Standard Pencil	
Burgundy Transparent	49	47	45	589	585	
Burgundy Opaque	89	87	85	589	585	



Vacumatic Pen and Pencil Set in beautiful gift box.

Oversize Set	\$12.50
Standard Set	\$10.00
Slender Set	\$10.00

Parker VACUMATIC



See Paper

For the conservative taste—the Vacumatic Pen in black — transparent model has longitudinal windows — pen appears solid black when filled but reveals ink supply when held to light.

Sizes	Oversize Pen	Standard Pen	Pencil
List Price	\$10.00	\$7.50	\$2.50
Transparent Black	29	27	569
Solid Black	69	67	569



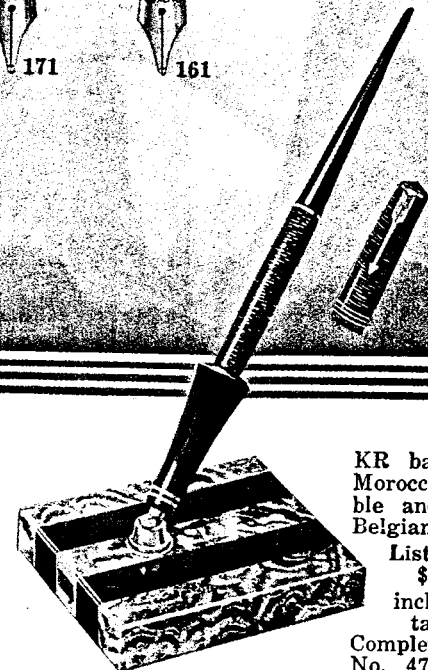
Clinical
Thermometer No. 1577
in laminated case.
List Price \$2.50 Complete
Matches all silver pearl pens
Pen-Pencil-Thermometer Set
27 575 1577 \$12.50

Parker VACUMATIC



Junior Vacumatics — in transparent colors — also in solid black — same patented Vacumatic filling device as in laminated models.

List Price	Junior Pen	Slender Pen	Junior Pencil
	\$5.00	\$5.00	\$2.50
Transparent Grey	173	171	671
Transparent Burgundy	183	181	681
Solid Black	163	161	661
Crystal, black cap	193	---	661



KR base, red Morocco marble and black Belgian onyx.
 List Price \$5.00 including taper.
 Complete with No. 47 pen— \$12.50

Parker Duofold



Pens	Senior	Junior	Lady	Junior-ette
List Price	\$7.00	\$5.00	\$5.00	\$5.00
Black	17	13	12	11
Burgundy	57	53	52	51
Jade-Green	107	103	102	101
Pencils	\$4.25	\$3.75	\$3.25	\$3.25
Black	517	513	512	511
Burgundy	557	553	552	551

PARKER ERASERS	
Six Sizes, for	Streamline
Gold Cap	Pencil
Pencil	Senior
Senior	Junior
Junior	Lady
Lady	
Package	List price 10c

PARKER LEADS
for all mechanical pencils
Parker Leads come in seven grades of black:

2B — Extra Soft	and in
B — Soft	four colors:
HB — Medium Soft	Blue
F — Firm	Red
H — Medium Hard	Green
2H — Hard	Purple
4H — Very Hard	(copying)

All Leads are furnished both in

Parker CHALLENGER



	Standard Pen	Slender Pen	Pencil
List Price	\$2.50	\$2.50	\$1.25
Black	259	257	757
Burgundy	279	277	777
Grey	289	287	787
Green	299	297	797

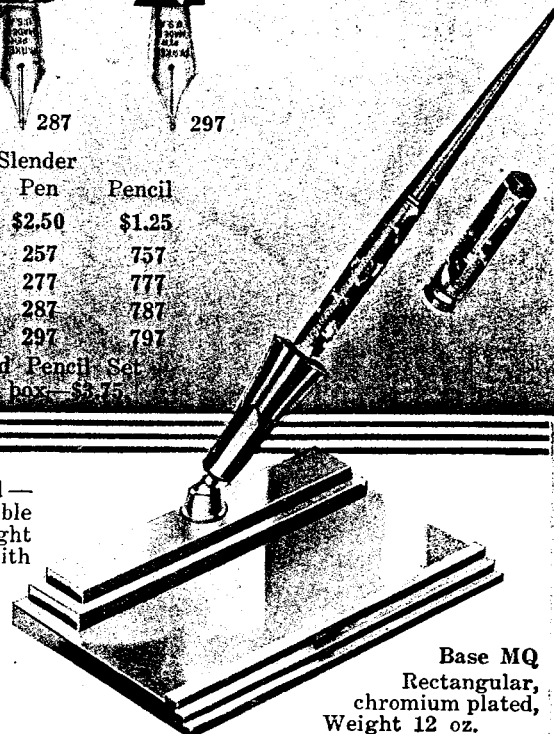
Challenger Pen and Pencil Set
in beautiful gift box—\$3.75



GLASS DISPLAY NO. 937

GLASS DISPLAY NO. 937
Glass panel—gold background—
chromium metal stand—removable
tray. Size 12 x 10 x 4½". Weight
net 2 lbs., gross 4 lbs. FREE with
Deal 937—A, B, or C.

- Deal 937 — A
12 Parkette Pens
12 Parkette DeLuxe
- Deal 937 — B
24 Parkette Pens
- Deal 937 — C
12 Challenger Pens



Base MQ
Rectangular,
chromium plated,
Weight 12 oz.

List Price \$2.25 including taper. Complete with Challenger Pen—\$4.75.

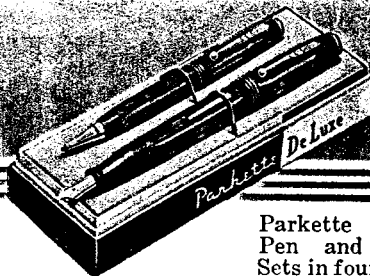
Parkette DE LUXE



Parkette \$1.75
DE LUXE

MADE BY
Parker
WORLD'S
LEADER
IN QUALITY
PENS

EASEL No. 930
FREE with 12 Parkette DeLuxe Pens



Parkette DeLuxe
Pen and Pencil
Sets in four colors
List Price \$2.95
Gift box included.

	Standard Pen	Slender Pen	Pencil
Price	\$1.75	\$1.75	\$1.25
Black	355	351	851
Burg.	375	371	871
Grey	385	381	881
Green	395	391	891

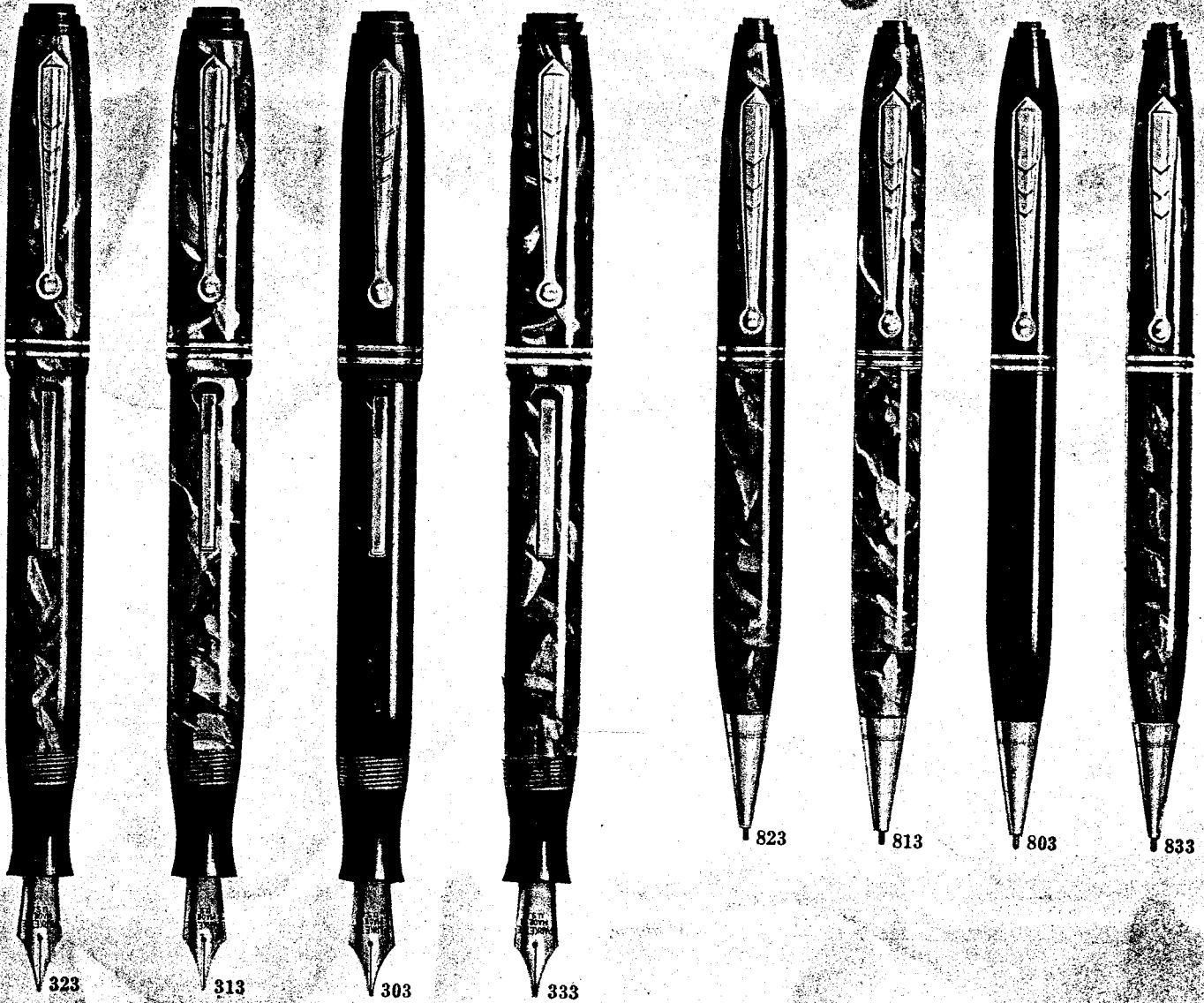


Base MR
Round, chromi-
um plated,
3/8" in diam-
eter, no taper.
Weight 10
ounces.

List Price —
\$1.75

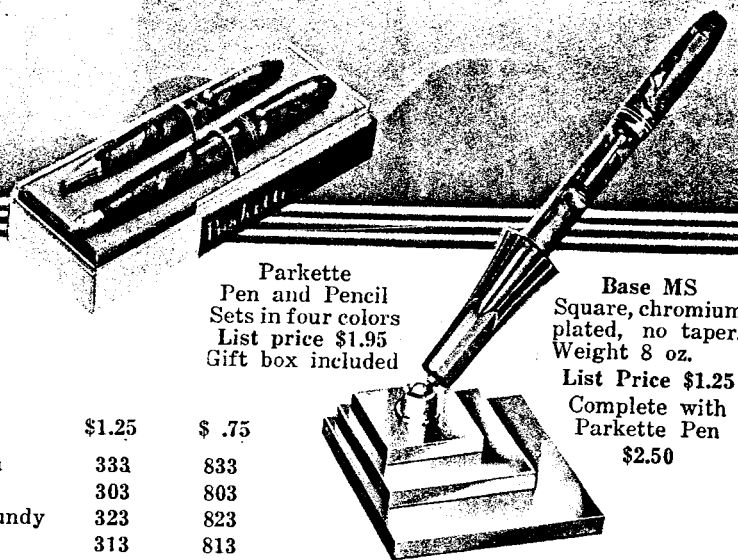
Complete with
Parkette De-
Luxe Pen —
\$3.50

Parkette



Easel No. 929
FREE with 12 Parkette Pens
 Easel No. 928, same as 929, but showing
 75c pencil. **FREE with 12 Parkette pencils.**

Price	\$1.25	\$.75
Green	333	833
Black	303	803
Burgundy	323	823
Grey	313	813

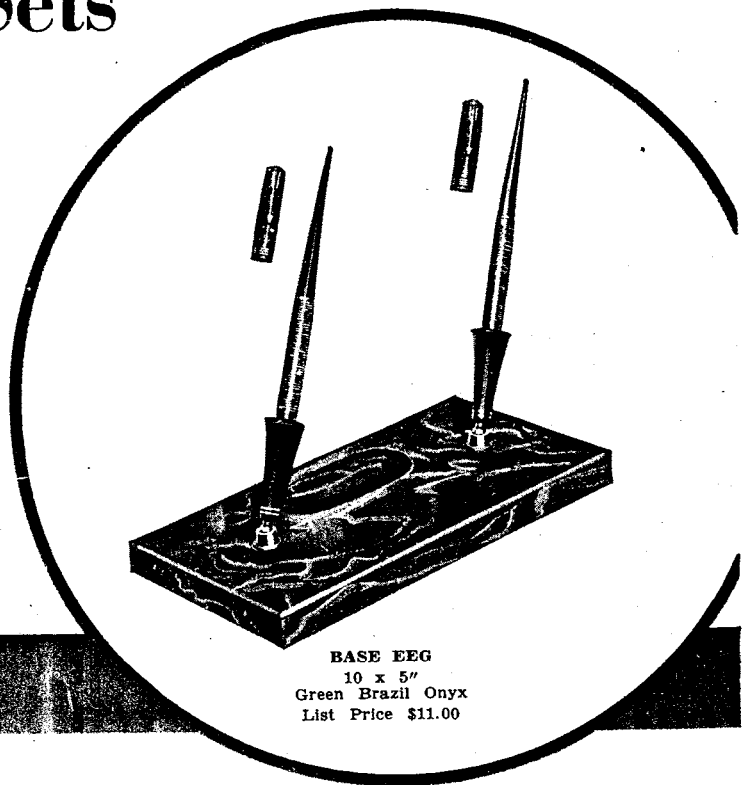


Parkette
 Pen and Pencil
 Sets in four colors
 List price \$1.95
 Gift box included

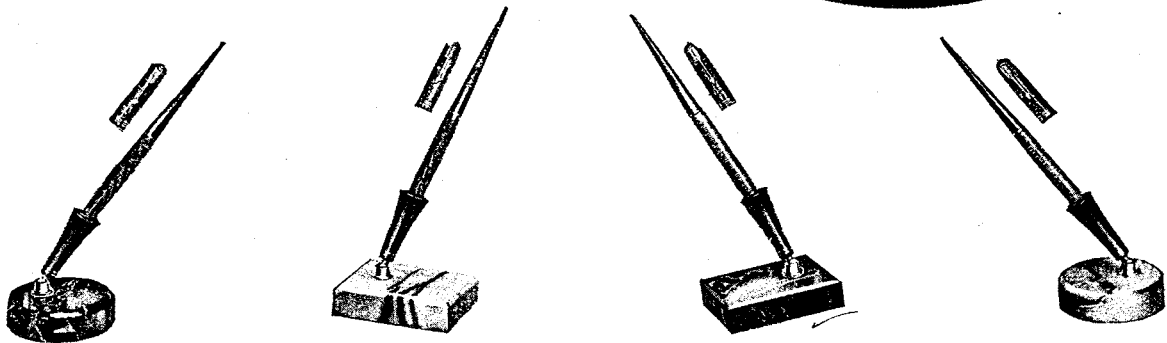
Base MS
 Square, chromium
 plated, no taper.
 Weight 8 oz.
 List Price \$1.25
 Complete with
 Parkette Pen
 \$2.50

Parker Desk Sets

● Parker Desk Sets combine both beauty and utility. They are made from a large variety of materials—Italian marble, Pedrara onyx, green Brazil onyx, and black Vitrolite—and are obtainable in a wide assortment of sizes and prices. The Parker patented ball and socket action permits the pens to lie flat, remain upright, or tilt in any direction. The air-tight socket-bowl keeps the pen point moist and ready to write the instant the point touches the paper. The list prices shown are for base and taper only, without pen.



BASE EEG
10 x 5"
Green Brazil Onyx
List Price \$11.00

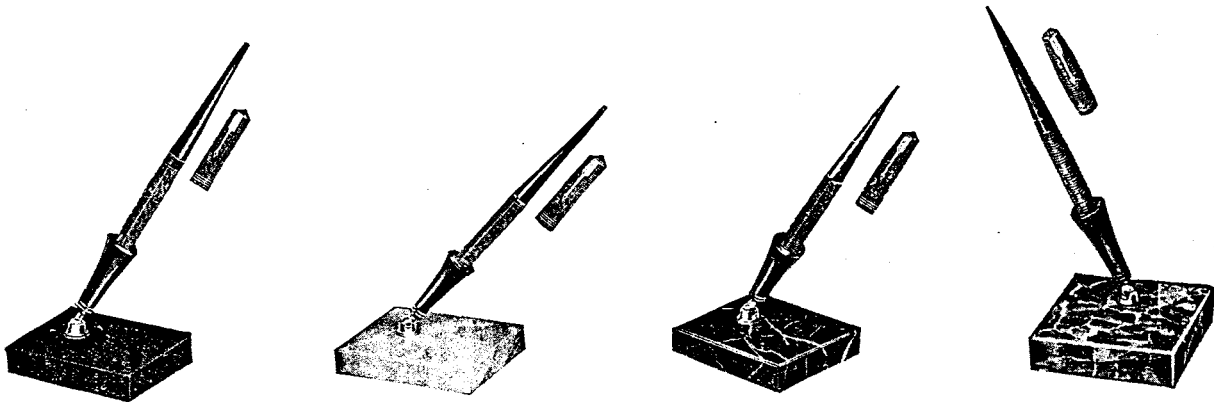


BASE FM
Italian Marble
List Price \$2.00

BASE GO
Pedrara Onyx
List Price \$2.50

BASE H
Black Vitrolite
List Price \$1.50

BASE J
Green Brazil Onyx
List Price \$3.00



BASE K
Italian Marble
List Price \$2.00

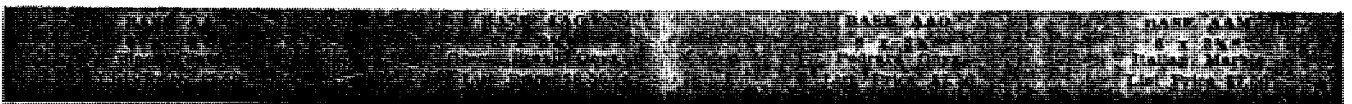
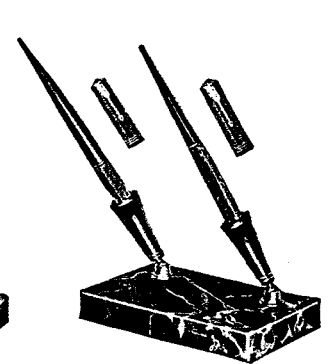
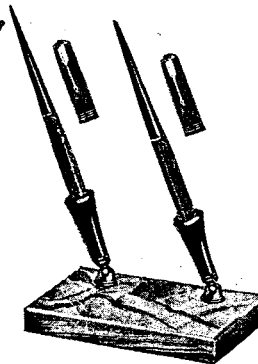
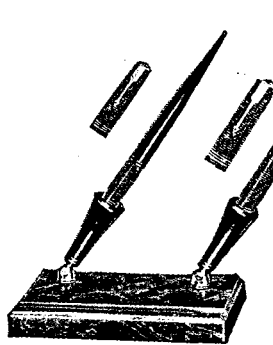
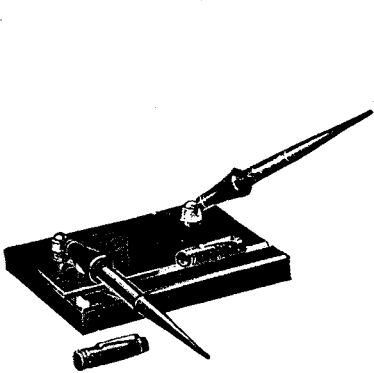
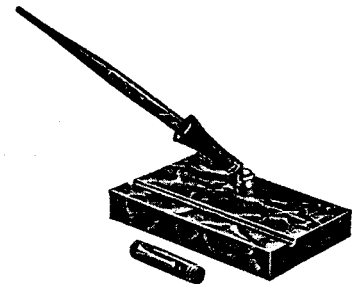
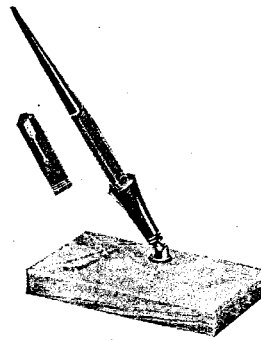
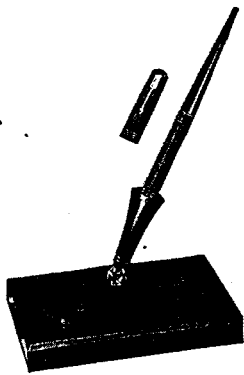
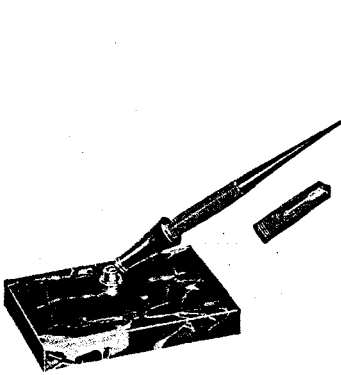
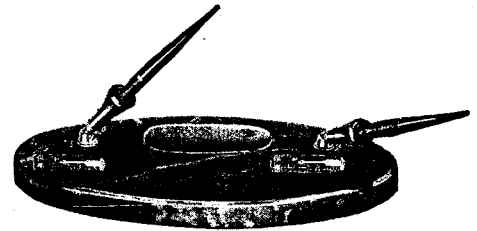
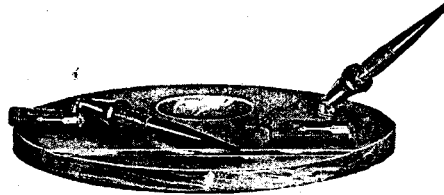
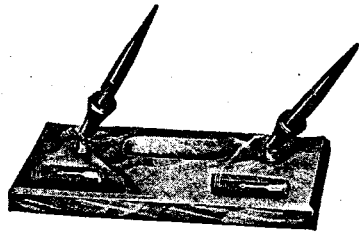
BASE L
Pedrara Onyx
List Price \$2.50

BASE M
Black Vitrolite
List Price \$1.50

BASE N
Green Brazil Onyx
List Price \$3.00

● At very little additional cost you can carry an adequate assortment of Parker Desk Sets in addition to your regular stock of pens and pencils. Any pocket Parker Pen or Pencil may be fitted to any Parker Base. You need not buy special desk set pens. If your customer prefers a pen other than the one you show in a Parker Base—the change of color, size or point may be made from your regular stock of pocket pens and pencils. Thus, you are able to offer an almost unlimited assortment of Desk Set Combinations.

Parker Desk Sets



Parker Quink



2 oz.



4 oz.



Display Carton



Quart



Pint



1/2 Pint

Six Permanent Colors



Blue Black



Royal Blue



Black



Green



Red



Violet

Two Washable Colors



Washable Blue



Washable Black

35,670,000 PEOPLE WANT QUINK FOR THEIR PENS

Quink, Parker's new ink, is quick-drying, quick-starting, non-clogging. It contains a secret agent which dissolves sediment left by other inks.

Size	List Price		Packed in Carton	Shipping Weight
	Dozen	Gross		
2 oz.	\$2.00	\$24.00	3 dozen	15 lbs.
4 oz.	3.25	39.00	2 dozen	17 lbs.
1/2 pint	6.00	72.00	1/2 dozen	8 lbs.
Pint	9.00	108.00	1/2 dozen	13 lbs.
Quart	15.00	180.00	1/2 dozen	24 lbs.

QUINK FLASHER DISPLAY No. 918

Made of wood and cardboard covered with metal foil; weighs—net 3 lbs., gross 4 lbs. Free with Quink order for \$40.00 list less discount. Specify whether your current is 110 or 220 volts.



Parker



PARKER DISPLAY CASE NO. 938

Made of 26-gauge steel—lithographed in black—chromium plated front—glass window—three hinged shelves, each with snap lock—three removable trays—Size 18½ x 12 x 6"—Net weight 7 lbs. Gross weight 10 lbs.

CASE DEAL NO. 938-K

8 Parkette Pens	\$1.25	\$10.00		
2 Parkette Sets	1.95	3.90		
8 Parkette DeLuxe Pens	1.75	14.00		
2 Parkette DeLuxe Sets	2.95	5.90		
6 Challenger Pens	2.50	15.00	Less	
2 Challenger Sets	3.75	7.50	40%	
			Discount	
				Net
		List \$56.30	\$22.52	\$33.78
Display Case No. 938				5.00
To offset cost of Case, 2 Challenger Pens @ \$2.50				Free
		Total Net		\$38.78

1934 CENSUS ON FOUNTAIN PENS AND WRITING INKS CONDUCTED BY THE RECORDING AND STATISTICAL CORPORATION OF CHICAGO TO FIND OUT WHAT BRANDS OF FOUNTAIN PENS AND WRITING INKS THE PUBLIC PREFER.

Telephone Franklin 1557

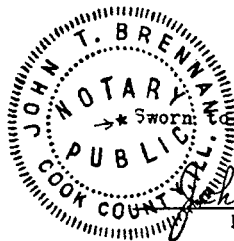
WILLIAM GARDNER
 CERTIFIED PUBLIC ACCOUNTANT
 ONE NORTH LA SALLE STREET
 CHICAGO, ILLINOIS

May 3, 1934

To Recording & Statistical Corporation
 222 West Adams Street
 Chicago

I have examined 26,563 original returns received from residents of the United States by the Recording & Statistical Corporation, Chicago, Illinois, in response to the questionnaire advertisement regarding fountain pens and writing inks published on page 69 of the March 17, 1934, issue of "The Saturday Evening Post." I have carefully reviewed the procedure in tabulating these returns, and in my opinion the following summary represents a true and correct statement of the results obtained from these 26,563 returns:

<u>RETURNS ON PENS</u>			<u>RETURNS ON INKS</u>				
<u>Pen Now Owned</u>	<u>Pen Would Buy</u>	<u>Would Repeat</u>	<u>Ink Now Used</u>	<u>Ink Would Buy</u>	<u>Would Repeat</u>		
Parker	8,625	12,547	7,019	Parker	4,027	7,709	2,170
Shaeffer	5,326	5,587	3,775	Shaeffer	8,621	6,151	3,667
Waterman	4,847	3,830	2,835	Waterman	5,462	3,027	1,853
Wahl	1,890	1,860	837	Carter	5,355	3,410	1,706
Conklin	1,612	1,238	720	Sanford	1,326	723	408
Moore	517	209	163	Stafford	227	153	63
Swan	333	116	96	Higgins	153	108	48
Carter	167	66	49	Wahl	35	210	13
Others	3,043	567	445	Others	1,048	910	269
No Answer	203	543	22	No Answer	309	4,162	201
TOTALS	26,563	26,563	15,961	TOTALS	26,563	26,563	10,398



Sworn to this 3d day of May, 1934

John T. Brennan
 Notary Public

William Gardner

Certified Public Accountant

Conclusions

- More people are going to buy Parker pens on their next purchase than will buy the next four brands combined.
- No product that we know, sold at retail (unless it is a patented monopoly), has so large a share of public preference in its field as Parker has in the pen field.
- Parker has a higher percentage of satisfied owners (repeat customers) than any other brand; hence it is the best made and best performing pen on the market.
- In three years' time, Parker Quink has risen from nothing to the most preferred brand of writing ink in the United States.
- Dealers can get a 225 per cent faster turnover on Parker pens than on Sheaffer pens; 328 per cent faster than on Waterman; 674 per cent faster than on Wahl.
- With practically half the market preference, few if any dealers need more than the Parker line for a complete pen department.
- To equal the gross profit, based upon public preference for Parker of 9 to 4 as compared with the next preferred brand, a dealer must receive a discount of 125 per cent on the brand selling second.
- The consistently increasing preference for Parker year after year proves both the superiority of Parker advertising and superiority of Parker products.